GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Social Welfare Department – Year long 125th Birth Anniversary Celebrations of Dr. B.R. Ambedkar – Release of an amount of Rs.1,77,00,000/- (Rupees One crore seventy seven lakhs only) towards production cost for (100) Episodes of Dr.B.R.Ambedkar Life story telecast in Doordarshan Kendra, Saptagiri Channel from 14-04-2017 to 03-09-2017 – Orders – Issued.

SOCIAL WELFARE (CV.POA) DEPARTMENT

G.O.RT.No. 480 **Dated: 15-11-2017**

Read the following:-

1. G.O.Rt.No.121, S.W.(CV.POA) Dept., dated 30.03.2016.
2. G.O.Rt.No.55, S.W.(CV.POA) Dept., dated 10.02.2017.
3. From the Director of Social Welfare, Tadepalli, Guntur District, Lr.Rc.No.K1/280/2016-Skits, dt.13.10.2017.

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O R D E R:-

In the reference 1st read above, the Government have issued certain instructions for the conduct of 125th Birth Anniversary celebrations of Dr.B.R.Ambedkar for a period of one year from 14.04.2016 in the State of Andhra Pradesh.

2. In the reference 2nd read above, orders were issued permitting the Director of Social Welfare, A.P., Tadepalli, Guntur District to telecast the life history of Dr. B.R. Ambedkar in (100) episodes in TV Channels through APSFT&TDC, as part of the year-long celebrations of 125th Birth Anniversary of Dr. B.R. Ambedkar & producing the same by M/s Raghu Studio, Hyderabad which is empanelled by the APSFT & TDC Limited, Hyderabad as per the rates approved by the G.A.(I & PR) Department, Government of Andhra Pradesh vide G.O.Rt.No.3665, G.A. (I&PR) Department, dated 11-12-2015 & the Managing Director, APSFT&TDC Ltd., Hyderabad was requested to ensure the quality of production as per the norms constituting a Screening Committee, etc.

3. In the reference 3rd read above, the Director of Social Welfare has stated that the MD, APFT&TDC has not come forwarded to telecast the episodes and since the programme is time-bound he has accepted to telecast the said film in Doordarshan Kendra, Vijayawada. The Director of Social Welfare has requested to ratify his action in having confirmed the proposals submitted by Doordarshan & telecasting the serial with preview by the Doordarshan Screening Committee instead of the Screening Committee constituted by the APSFT & TDC Ltd., (FDC). He has also requested to permit him to release an amount of Rs. 1,77,00,000/- (Rupees One crore seventy seven lakhs only) (Rs.1,50,00,000 + 27,00,000 (18% GST) to Pedaravuru Film City, Tenali which is authorized by M/s Raghu Studio towards the production cost of (100) Episodes of Dr.B.R.Ambedkar Life story, which was telecast in Doordarshan Kendra, Saptagiri Channel from 14-04-2017 to 03-09-2017 from the available funds of the Department under the Head of Account 500 – 503 (OE).

4. Government after careful examination of the proposal of the Director of Social Welfare, A.P., Tadepalli, Guntur District hereby ratify the action of the Director of Social Welfare in having confirmed the proposals submitted by the Doordarshan and telecasting the serial with preview of the Doordarshan Screening Committee instead of the Screening Committee constituted by the APSFT & TDC Ltd., as the APSFT & TDC Ltd. has not responded and since Doordarshan is a Government Channel.

[P.T.O]

5. The Director of Social Welfare, A.P., Tadepalli is also permitted to release an amount of Rs.1,77,00,000/- (Rupees One crore seventy seven lakhs only) (Rs.1,50,00,000 + 27,00,000 (18% GST) to Pedaravuru Film City, Tenali which is authorized by M/s Raghu Studio, Hyderabad towards the production cost for (100) Episodes of Dr.B.R.Ambedkar Life story, which was telecast in Doordarshan Kendra, Saptagiri Channel from 14-04-2017 to 03-09-2017 from the available funds of the Department under the Head of Account 500 – 503 (OE), subject to confirmation by the Director of Social Welfare that the free commercial time of (210) seconds per episode was utilized for broadcasting publicity material regarding the various welfare schemes being implemented by the Social Welfare Department, Government of Andhra Pradesh.

6. The Director of Social Welfare, A.P., Tadepalli, Guntur District shall take necessary action in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

S.S. RAWAT
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Director of Social Welfare, A.P., Tadepalli, Guntur District.

The Pedaravuru Film City, Tenali.
(through the Director of Social Welfare, A.P., Tadepalli, Guntur District)

M/s Raghu Studio, Hyderabad.
(through the Director of Social Welfare, A.P., Tadepalli, Guntur District)

The Director of Works and Accounts, A.P., Ibrahimpatnam, Vijayawada.
The Pay and Accounts Officer, A.P., Ibrahimpatnam, Vijayawada.
The Accountant General, A.P., Hyderabad.

Copy to:
The PS to Secretary to CM.
The PS to M(SWE&TWE).
The PS to Chief Secretary.
The PS to Principal Secretary(SW).

// FORWARDED:: BY ORDER //

SECTION OFFICER